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Curriculum Development of Public Relations Study Programs in Era 4.0

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Abstract

The existence of the Public Relations Study Program in the Department of Communication is expected to be able to meet the industry's need for professionals in the field of Public Relations, who are able to establish good relations between companies, government and society. Developing a Public Relations curriculum is expected to be able to meet the needs of communication management preparation for companies, government agencies and a society that is able to improve corporate governance, government agencies and the public in the current era of information and openness. In addition, it also supports the Regulation of the Minister of Communication and Information of the Republic of Indonesia, Number 12 of 2015 concerning the competency standard of the Functional Position of Public Relations Institution. The research is intended to determine the feasibility of the curriculum applied in the learning process in the Public Relations Study Program in the face of the Indonesian Revolution 4.0 which is characterized by intense competition and rapid information flow in all sectors. Public Relations Professionals are required to have strong competitiveness to be able to align themselves with other countries' Public Relations professionals. Innovation is the key to increasing sustainable productivity, which in turn can accelerate the nation's economic growth. To improve the quality and quantity of innovation in the Industrial Revolution 4.0 era, universities need to re-orient the curriculum so that it remains relevant to the times. The data obtained from research are expected to be able to provide information and input on materials that can support the learning process, so that things that need to be addressed and improved can be identified. This study uses an evaluative approach with a case study method, which aims to describe the situation or look for facts and facts factually.

Keywords: *Public Relations, Curriculum, Industrial Revolution 4.0*

Introduction

Facing the 4.0 Indonesian Revolution which was marked by intense competition and rapid information flow in all sectors, Indonesia was demanded to have strong competitiveness in order to be able to align with other countries. Innovation is the key to increasing sustainable productivity, which in turn can accelerate the nation's economic growth. To improve the quality and quantity of innovation in the Industrial Revolution 4.0 era, universities need to re-orient the curriculum so that it remains relevant to the times. The main objective of tertiary education in Indonesia is to transform society into innovative and adaptive human resources. Therefore, in order for higher education to produce a competent workforce that is ready to face the growing work industry in line with advances in technology, work skills, adaptability, an increasingly dynamic mindset.

The Public Relations Study Program in the Communication department is an effort to meet the growing demands of the industry so that the presence of a Public Relations Study Program in the Communication Department is expected to meet the industry's need for professionals in the field of Public Relations. The presence of the Public Relations Study Program in the Department of Communication makes UPN "Veteran" Yogyakarta, an institution that disseminates knowledge in the field of communication management, so as to be able to support the industrial world which requires good relations between companies, governments and the community. Transforming Public Relations (PR) in the Industrial Revolution 4.0 era is a necessity! Steps to take include:

First, Competence. The digital world is an absolute skill set. Indonesian PR must upgrade and have qualified technological and non-technological competence. In the industrial era 4.0, the world needs PR practitioners with high flexibility and mobility, digital capabilities, analytics, writing content, building networks, always hungry for the latest information and specializing. *Second, Personalize Content.* No 'One Size Fits All messages' for PR content. To be impactful, PR practitioners must be creative and can communicate personally. With the tsunami of content and information overload in the world today, PR 4.0 must be more selective in seeing who the target audience is, the channels used, and the content that is relevant to them. The same thing is when PR is faced with a crisis situation, reputation management, and building a brand. In other words, Public Relations 4.0 must be able to become a Producer and Publisher of content. *Third, be creative and understand Global Trends.* Look at technological developments from the phenomena of 360 CNN videos, live streaming, drones to mixed reality from Windows. We must combine this digital technology for the role of the PR function in era 4.0. *Fourth, Integrity.* In this era of disruption, Public Relations are easily carried by the flow of polemic issues from hoaxes to fake news. Public relations must still have good governance, accountable, transparent and answer not only the needs of stakeholders but also all citizens. *Fifth, Collaboration.* PR cannot stand alone in this digital era. , Public Relations need Digital content creator, videography, infographic, Ads people, brand people to marketing. In essence, it is time for us to collaborate with government, private and even academics to promote Indonesian brands! Don't be sectoral. Because stakeholders' expectations on the role of Public Relations strategic functions are three times heavier than before. In the end, the role of the Public Relations function is to build trust and reputation through branding "Making Indonesia 4.0". This also requires setting the agenda and the strategic role of PR which is PR 4.0.).

Public Relations 1.0 is an era where public relations practitioners must carry out their duties traditionally. This is an era where public relations must monitor manually every day. For those of you who were born in the 1960-1970s, of course, you have experienced this. Print media, such as newspapers, magazines, to television are still a mainstay. Meanwhile, the era of Public Relations 2.0 is the era of the birth of online media. Media such as the New York Times, The Economist, Kompas, and Tempo switched to digital platforms. Information flowing back and forth because the media crew can make news anytime, anywhere, and about anything. If in the PR era 1.0, journalists are fixated with deadlines in the afternoon, now every time is a deadline. Whereas the Public Relations 3.0 era is the era in which social media is the media trusted by the public. An anomaly occurred here. If in the past only reporters could make news now it's changed. Anyone can upload news. Medium such as Facebook, Twitter, Instagram, YouTube, and blogs become digital platforms. PR not only monitors online and online media but also social media. Good and bad news can come at any time by anyone.

The PR era 4.0 is an era where artificial intelligent (AI) and big data era are present. The impact of this phenomenon has not been felt at this time. However, the fact is that robots are able to write articles in the media and help write, find material, or whatever. Previously the public relations task was 24X7 hours, but in the PR era 4.0, it became 7X1.440 minutes. True to be per minute, Public Relations must always be aware of the situation that occurs. PR is not competing with cross country public relations, currently, PR is competing with AI and robots.

Curriculum development in the Public Relations Study Program is expected to be able to meet the needs of communication management preparation for companies, government agencies and the community which will ultimately improve corporate governance, government agencies and the public in the current era of information and openness. This is also based on the implementation of the 3 Ministerial SKB program, namely the Ministry of Home Affairs Number: 41 of 2007, the Ministry of Communication and Information Number: 373/M.KOMINFO/08/2007, and adopting the PAN RB Number: KB/01/M.PAN/08/2007. To revitalize public relations in an effort to perfect the work process of public relations to be more lively and able to answer the challenges in the era of information disclosure.

The feasibility of the curriculum applied to the learning process in the Public Relations Study Program in the face of the Indonesian Revolution 4.0 is characterized by intense competition and rapid information flow in all sectors, so that a Public Relations professional is required to have strong competitiveness in order to be able to align themselves with state public relations professionals -other countries. Innovation is the key to increasing sustainable productivity, which in turn can accelerate the nation's economic growth. To improve the quality and quantity of innovation in the Industrial Revolution 4.0 era, universities need to re-orient the curriculum so that it remains relevant to the times.

Industry 4.0

The industrial revolution 4.0 has made the virtual world a smart machine capable of copying virtually everything from the physical world and making decisions can be decentralized. This makes a system that can physically work together and communicate with each other with humans in real-time all of which are activated by the internet of things (IoT). The debate about Industry 4.0 and its global impact have developed rapidly due to intensive discussions about digitalization, the Internet of things, and increasingly intelligent knowledge systems (Vermesan, 2013). This debate is driven by uncertainty about the best way to utilize the rapid pace of technological innovation to improve various aspects of human life.

The term "Industry 4.0" originated in 2011 at the Hanover Fair in Germany as a strategy to mitigate increased competition from abroad, and to distinguish the German and European Union Industry from other international markets (Pascall, 2019). The German government here is trying to use intelligent monitoring in the production process to help decision-making and machine maintenance to reduce costs and increase the competitiveness of the German industry. There are five reasons why Industry 4.0 is important and looks revolutionary in the era of information technology and the current era of openness. First, Industry 4.0 is able to reduce the burden of current challenges by making companies more flexible and responsive to business trends, such as increased market volatility, shorter product life cycles, higher product complexity, and global supply chains. Second, Industry 4.0 enables the transformation of the modern economy to be more innovative. The use of modern technologies such as digital chains, intelligent systems, and the Internet industry accelerates innovation as new business models are implemented faster. Third, it highlights the role of consumers as co-producers and places them at the center of all activities. Product customization is the most important activity in the product value chain and digitization that facilitates crowdsourcing. Here workers will be assigned where assistance is needed, so there will be higher demands for workers for complex project management skills, but more flexible work will also be available. Fourth, the industry 4.0 strategy enables sustainable prosperity through the use of modern technology to find solutions to challenges related to energy, resources, social environment, and economic impact. Innovative solutions can reduce energy consumption, help companies maintain both existing and new businesses and use new technologies that can be utilized worldwide even in high-cost locations close to the market by utilizing the skills of the domestic workforce. Fifth, industry 4.0 is also considered an IoT, where data and services will change future production, logistics and, work processes. (Acatech, 2014).

Although the IoT revolution has surpassed applications connected to the Internet in recent years with the integration of different technologies such as machine learning, embedded systems, and wireless connections. European Research Cluster on the Internet of Things (IERC) states that IoT is "an integrated part of the Internet of the future and can be defined as a dynamic global network infrastructure with the ability to configure itself based on standard communication and interoperable protocols in which physical and virtual" things "have an identity, physical attributes, and virtual personalities and use intelligent interfaces, and seamlessly integrate into the information network (Vermesan, 2013). Thus it can be emphasized that the main purpose of IoT is to allow things to be connected anytime, anywhere, with anything and anyone who ideally uses any network and services.

The Role of Public Relations

Public Relations plays a very important role because it serves to maintain the stability of the organization from the crisis, a well-maintained reputation and a working environment conducive. The function of Public Relations in governance management is to assess public attitudes, identify the policies and procedures of a person or organization in the public interest, and plan and carry out a program of activities to gain public understanding and support (Cutlip, 2011). Public Relations or all forms of relations with the community according to the Institute of Public Relations is a planned and ongoing effort to form and maintain good attitudes and understanding between organizations and the public (Acatech, 2014). This is done by Public Relations not only as public acceptance of acceptance or popularity, but emphasizes good attitude and understanding. Therefore, the activities carried out must be planned and sustainable in a way that is formed and maintained.

Public Relations is a management function that assesses public attitudes, identifies the policies and procedures of a person or organization in the public interest, and plans and conducts a program to gain understanding, understanding, and support from the public (Cutlip, 2011). The role of Public Relations spearheading the company in maintaining an image, planning product campaigns and so on. The Chartered Institution of Public Relations (CIPR) further explains Public Relations as a practice that focuses on an organization's reputation.

Some examples of Public Relations activities that occurred in the industrial revolution era 4.0, among others, Buzzer which arises due to Buzz marketing which is an alternative to traditional advertising by utilizing influencers or trend to spread the word about a product (Seitel, 2014), where Buzzer itself is a term aimed at social media actors who carry out word-of-mouth activities. Consumers who have memorable shopping experiences

tend to tell others on their social networks about that experience. Communication platforms for word-of-mouth in the current digital era can be in the form of emails, blogs, consumer review sites and social networking services (SNS) which have become the main media for exchanging news and experience (Hirsch, 2018). Information from non-commercial sources can be more effective in generating referrals for products that are not so desirable because it plays a very important role in decision making. Where aspects touched by Word-of-mouth not only affect purchasing, decisions but also can shape attitudes. Communication media for Word-of-mouth can be in the form of emails, blogs, consumer review sites and social networking services (SNS), which have become the main media for exchanging news and experiences (Hirsch, 2018). Public Relations are not only demanded to be able to establish good relations and cooperate with traditional publics but also to be directly involved with new groups of unintentional influencers, in establishing relationships with customers directly through social networks, wikis, Macromedia communities, online forums, groups, and the blog.

Other public relations activities as activists in social media include activities spreading campaign messages carried out through social media. Public Relations activism is defined as the process by which groups of people put pressure on other organizations or institutions to change the policies, practices or conditions found by activists" (Smith, 2005). One of the advantages of utilizing social media activists lies in its low cost because it only using the internet and the web (Robert, 2008) For organizations, they must always be ready and willing to involve the public and activists by meeting their demands if there are identity or economic threats because activists have strategies related to propaganda and social media hijacking.

Method

This study uses literature analysis or literature study, Focus Group discussion and survey methods as data collection techniques. The method of literature analysis is used as a way to identify existing theories and previous studies, which can influence the choice of research topics and methodologies to be used. The data sources are in the form of scientific studies that have been previously studied such as books, journals, bulletins, and reports. In this case the authors try to find, study and process these data that have an influence on the object of study.

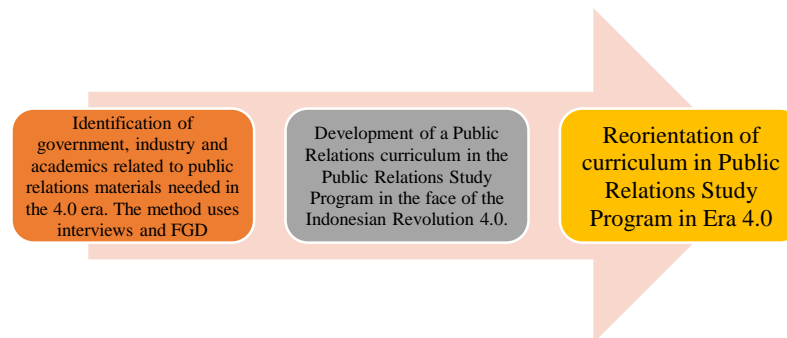


Figure 1. Curriculum Development Method for Public Relations Study Program

Results and Discussion

Results

The results of identification by inviting practitioners in the field of Public Relations, alumni of the concentration of Public Relations and users in the field of Public Relations, then some things that require an adjustment of the Public Relations curriculum in accordance with technological development to the industrial revolution 4.0 relating to digitalization, among others;

- Determine the positioning of UPN 'Veteran' Yogyakarta Public Relations study program.
- Considering the technological development and the industrial revolution 4.0 are closely related to digitization, it is necessary to equip students with the adoption of technology, by providing understanding in gathering and disseminating information
- Get used to digitizing in various subjects, it must not be specific to certain subjects, it is important to bring various practices related to Public Relations activities to be adapted to the development and technological innovation that is developing very fast
- Considering that Public Relations activities in the digital era have a weak nature of control, with more access choices, level of level, dynamic and changing channels, it is necessary to instill ethics from an early age as an effort to be able to control themselves, especially to anticipate the spread of hoaxes.

- Social media hijacking. The role of public relations here can be done with social media activities such as the formation of cyber troops.
- The broader industry in the field of public relations, the higher the demand for the ability of human resources to master the public relations strategy at the same time in a digital platform, therefore it is necessary to teach ways that can help public relations in maintaining its reputation and avoiding crises, such as creating a platform-based application or web that can build dialogue with consumers, using multilevel customer interaction and customer profiling.
- Embed students with the awareness that the role of public relations in the digital age is not only required to establish good relations and cooperate with traditional publics, but also to be directly involved with a group of new influencers who are not intentional, in establishing relationships with customers directly through social networks, wikis, Macromedia community, online forums, groups and blogs.
- Given that online communication is unique that allows organizations and their constituents to be involved in two-way communication, it is also important to instill in students to focus on interacting in online media, because online interaction reflects the essence of digital public relations in conducting two-way communication.

Discussion

Technological developments and the industrial revolution 4.0 are closely related to the digitalization of the profession in the field of Public Relations required to have more complex expertise. That is, the transformation of PR in the Industrial Revolution 4.0 era is a necessity. Steps to take include:

First, Competence. The digital world is an absolute skill set. Public relations must improve capabilities and have qualified technological and non-technological competencies. In the industrial era 4.0, the world needs public relations practitioners with high flexibility and mobility, digital skills, analytics, writing content, building networks, always thirsty for the latest information and specializing.

Second, Personalize Content. No 'One Size Fits All messages' for PR content. To be impactful, practitioners of the profession in the field of Public Relations must be creative and be able to communicate personally. With the tsunami of content and information overload in the world today, PR 4.0 must be more selective in seeing who the target audience is, the channels used, and the content that is relevant to them. The same thing when PR is faced in a crisis situation, reputation management, and building a brand. In other words, PR 4.0 must be able to become a Producer and Publisher of content.

Third, be creative and understand Global trends. As an example of technological developments from the phenomenon of 360 video CNN, live streaming, drones to mixed reality from Windows. Thus it must combine this digital technology for the role of the PR function in era 4.0.

Fourth, Integrity. In this era of disruption, homework is easily carried by the flow of polemic issues from hoaxes to fake news. Public relations must still have good governance, accountable, transparent and answer not only the needs of stakeholders but also all citizens.

Fifth, Collaboration. PR cannot stand alone in this digital era. PR needs Digital content creator, videography, infographic, Ads people, brand people to marketing. In essence, it's time to collaborate with government, private and even academia public relations to socialize Indonesian brands. Don't be Sectoral Echo. Because stakeholders' expectations on the role of the public relations strategic function are three times heavier than before.

In the end, the role of the public relations function is to build trust and reputation through branding "Making Indonesia 4.0". This also requires setting the agenda and the strategic role of Public relations 4.0. Curriculum development of Public Relations study programs can be done using a variety of approaches that can be chosen, involving various stakeholders, paying attention to the foundation of curriculum development such as philosophical, psychological, social, and science and technology factors. In developing the curriculum of Public Relations study programs, many parties must participate, namely education administrators, education experts, curriculum experts, science experts, lecturers, student parents, community leaders. While those who are continuously involved in curriculum development include administrators, practitioners, lecturers, and parents (Sukmadinata, 2008: 155)

Curriculum development needs to be done carefully using the approach certainly. The following approaches can be used to identify curriculum content. According to Finch & Crunkilton (1984: 140) there are five approaches, each of which has the following strengths and weaknesses:

1. Philosophical approaches use philosophical thinking in determining curriculum content. This approach is classified as subjective, involving experts, the government and the community. In practice, it can be difficult to find agreement between experts and curriculum planners. In addition, this approach is also partial, which is based on philosophical thinking in thought without the enactment of the results of research and alignment with the development of science and technology at this time. Then it also has a contradiction because it is not in accordance with the industry and the times.
2. The introspective approach is carried out involving a group of lecturers and education administrators. In this approach there needs to be a curriculum advisory committee that involves the business community and the industrial world, but the fact that the resulting curriculum does not necessarily guarantee validity in accordance with the world of work because in making the curriculum does not involve the industry so its relevance is not accurate.
3. The DACUM (Developing A Curriculum) approach determines curriculum content by involving primarily the business community and the industrial world, while the involvement of teachers and administrators is not too dominant. The contents of the curriculum have high relevance to competencies that are suitable for the world of work, supplemented by job descriptions and assignments in real situations, specific and general competencies used as a reference for assessing learning outcomes.
4. Functional Approach in determining the contents of the curriculum is more objective because the industrial work function approach in curriculum planning is used as a basis, equipped with a description of performance (performance), cost and time
5. Task Analysis Approach (Task Analysis) is done by paying attention to workers in the industry, curriculum content is more objective, systematic and thorough, but requires a lot of time and money for research and development

The development of rapid technological advances today, entering the industrial revolution. This influence occurs due to three causes, namely the internet of things, virtual reality and artificially intelligent. This technology causes the practice of higher education to change fundamentally. If in the past higher education was done mostly face to face or face to face, now with the help of technology disruption the educational process no longer needs to be face to face but online.

With regard to digitalization, it can be observed that the practice of public relations has begun to adopt the technology so that there is a transformation of strategy in reaching the public. Robert J. Key explains, "public relations in the digital age requires understanding how the main constituents collect and share information and then influence it on the subject matter (Donald, et.al. 2008) To do that it requires a strategy that embraces the digital age, like Buzzer, and social media activists.

The practice of digital public relations as a two-way communication process comes with interactivity (Duton, 2014) which in this case lays the foundation of the difference between its position and conventional public relations when viewed from the style of communication and information flow. In the communication style, conventional public relations has a tendency to control messages, with limited and static access. As for digital public relations, messages issued are weak in control, with more choices of information access, more levels, dynamic and changing channels.

Public relations in the digital age requires understanding how key constituents collect and share information and then influence it on the subject matter (Donald, 2008). To do that requires a strategy that embraces the digital age. "For example, a company can carry out several digital public relations strategies through adjusting to online traditions, including anticipating the spread of hoaxes and social media hijacking. The role of public relations here can be done with social media activities such as the formation of cyber troops.

Challenges that arise as a distraction from digital public relations practices, such as the crisis of spreading hoax news that harms the company's reputation through the ease of retweeting or liking an activist message have caused some people to consider online activism as "slacktivism" when organized, even 'slacktivism' can cause damage on the reputation of an organization. Slacktivism is defined as a desire to show social support without spending a lot of money when responding to a social issue that is happening, but this is not accompanied by a desire to give a truly significant effort to make a meaningful change (Mozorov, 2009).

In addition, the inculcation of awareness that the role of digital public relations in this case is not only demanded to be able to establish good relations and cooperate with traditional publics, but also to be directly involved with

a group of new unintentional influencers, in establishing relationships with customers directly through social networks, wikis, Macromedia community, online forums, groups and blogs (Solis and Breakenridge, 2009). Thus, among all communication tools available to public relations practitioners, online communication is uniquely equipped to enable organizations and their constituents to engage in two-way communication (Hirsch, 2018).

Simply put, curriculum reorientation is then translated as adjusting lecture material with the development of the industrial revolution 4.0. For example, how do students know about the use of big data in the lecture process? The use of big data in lectures is of course not only limited to knowing, but students will also be required to be able to read, analyze and optimize other uses. "It can also be programing, coding, web development, and other skills needed to be competitive in the industrial revolution era 4.0. When students can freely get lecture materials in the virtual wilderness, the lecturer still plays an important role as a facilitator. Lecturers must be able to challenge their students to optimize the use of big data and the internet in learning. This condition is called combination lecture, a combination of face to face online. Because if you don't have the chance to learn lateral learning online, the role of the lecturer cannot be eliminated.

Conclusion

The big point here is that Public Relations 4.0 must have global, digital, creative software and hardware. The transformation of digital public relations practices is not immune to the contribution of industry 4.0 through technology penetration. With a change in the way in terms of digital Public Relations activities, it does not necessarily eliminate traces on conventional public relations ways. In other words, everything functions to complement each other even though there are those who dominate and need analysis first if they want to implement one of the strategies.

The importance of the focus on this online tool reflects the essence of the public relations curriculum in the digital age as a two-way communication process that comes with interactivity. The transformation of public relations practices in the digital era is not immune to the contribution of industry 4.0 through technology penetration. With the change in ways in terms of digital public relations activities, it does not necessarily eliminate the footprint in conventional ways of public relations. As part of the study of communication science, digital public relations certainly needs to be managed well and pay attention to ethical aspects and practical contributions so that it can be implemented in people's lives.

Recommendations

The results of this study need to be immediately implemented in the public relations study program curriculum.

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